

# ORDER



**Orders**  
**Order / Rev:** 603812  
**Alt Order #:**  
**Product Desc:** Sam Gallucci for Governor  
**Estimate:**  
**Flight Dates:** 09/01/21 - 09/03/21  
**Original Date / Rev:** 08/31/21 / 08/31/21  
**Order Type:** GENERAL

**KDLD-FM**  
**Primary AE:** Crystal Gomez  
**Sales Office:** L-LA  
**Sales Region:** LOCAL

**Agency**  
**Name:** Promeza Marketing Group  
**Buying Contact:**  
**Billing Contact:**  
 18283 Ariel Way  
 Santa Clarita, CA 91350

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Sam Gallucci for Governor  
**Demographic:** HH  
**Product Codes:** Candidates  
**Revenue Code 1:** AGY  
**Revenue Code 2:** GEN  
**Revenue Code 3:** POL  
**Priority:** P-01

**New Business Thru:**  
**Advertiser External ID:** 0012R00002FdxluQAB  
**Agency External ID:** 0012R00002FdxIVQAR  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/30/21	09/03/21	45	\$10,875.00	\$9,243.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2021	45	\$10,875.00	\$9,243.75	0.00
<b>Totals</b>	<b>45</b>	<b>\$10,875.00</b>	<b>\$9,243.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Crystal Gomez	L-LA	LOCAL	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KDLD	09/01/21	09/03/21	M-F 6a-10a W-F 6a-10a	CM	W-F 6a-10a	--555--	1:00	15	\$250.00	P-01	0.00	NM	15	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/30/21	09/05/21	--555--		15				\$250.00		0.00			
N 2	KDLD	09/01/21	09/03/21	M-F 10a-3p W-F 10a-3p	CM	W-F 10a-3p	--555--	:30	15	\$225.00	P-01	0.00	NM	15	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/30/21	09/05/21	--555--		15				\$225.00		0.00			
N 3	KDLD	09/01/21	09/03/21	M-F 3p-7p W-F 3p-7p	CM	W-F 3p-7p	--555--	:30	15	\$250.00	P-01	0.00	NM	15	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/30/21	09/05/21	--555--		15				\$250.00		0.00			
													<b>Totals</b>	<b>45</b>	<b>\$10,875.00</b>

## Jennifer Adoremos

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**Subject:** FW: Sam Gallucci for Governor Contracts KDL D 603334 & KSSC 603338  
**Attachments:** VTRceipt.pdf

**From:** Crystal Gomez <[cgomez@entravision.com](mailto:cgomez@entravision.com)>  
**Sent:** Tuesday, August 31, 2021 1:56 PM  
**To:** Betty Meza <[betty@promeza.com](mailto:betty@promeza.com)>  
**Cc:** Brenda Alvarado <[balvarado@entravision.com](mailto:balvarado@entravision.com)>; Matthew Dobler <[matthew.dobler@gmail.com](mailto:matthew.dobler@gmail.com)>; Jennifer Adoremos <[jadoremos@entravision.com](mailto:jadoremos@entravision.com)>; Jose Gonzalez <[josegonzalez@entravision.com](mailto:josegonzalez@entravision.com)>  
**Subject:** Re: Sam Gallucci for Governor Contracts KDL D 603334 & KSSC 603338

Great! We will enter this now and send you the contract so you can submit payment of \$10,773.75 ASAP.  
THANKS!  
CG



**Crystal M. Gomez**  
VP, Local - Los Angeles  
National Sales - West Coast

5700 Wilshire Blvd. Suite 250  
Los Angeles, CA 90036  
O (323) 900-6313 M (626) 230-6230  
[cgomez@entravision.com](mailto:cgomez@entravision.com)



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On Tue, Aug 31, 2021 at 1:53 PM Betty Meza <[betty@promeza.com](mailto:betty@promeza.com)> wrote:

Exactly....

Let's proceed.

Thank you.

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**From:** Crystal Gomez <[cgomez@entravision.com](mailto:cgomez@entravision.com)>  
**Sent:** Tuesday, August 31, 2021 1:11 PM  
**To:** Betty Meza <[betty@promeza.com](mailto:betty@promeza.com)>

**Cc:** Brenda Alvarado <[balvarado@entravision.com](mailto:balvarado@entravision.com)>

**Subject:** Re: Sam Gallucci for Governor Contracts KDLD 603334 & KSSC 603338

Hi Betty!

Please see below and reply back if this is correct.

**KDLD - LA**

Wednesday-Friday, 9/1-9/3 - :60 campaign

Morning Drive: 15 Spots \$250x15=\$3750

Midday: 15 Spots \$225x15=\$3375

Afternoon drive: 15 Spots \$250x15=\$3750

Total 45 spots \$10,875

KSSC - Ventura

Wednesday-Friday, 9/1-9/3 - :60 campaign

Morning Drive: 15 Spots \$40x15=\$600

Midday: 15 Spots \$40x15=\$600

Afternoon drive: 15 Spots \$40x15=\$600

Total 45 spots \$1800

Total Gross Investment: \$12,675

Total Net Investment: \$10,773.75

Please let me know if this is the schedule you are approving to run. Thank you!

Crystal

On Tue, Aug 31, 2021 at 1:01 PM Betty Meza <[betty@promeza.com](mailto:betty@promeza.com)> wrote:

From Matt: See Below.

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**From:** Matthew Dobler <[matthew.dobler@gmail.com](mailto:matthew.dobler@gmail.com)>

**Sent:** Tuesday, August 31, 2021 12:44 PM

**To:** Betty Meza <[betty@promeza.com](mailto:betty@promeza.com)>

**Subject:** Re: Sam Gallucci for Governor Contracts KDLD 603334 & KSSC 603338

5 in morning, 5 in midday and 5 in evening

Wednesday, Thursday and Friday

**Matthew Dobler | C: [951.775.2176](tel:951.775.2176)**

On Aug 31, 2021, at 11:38 AM, Betty Meza <[betty@promeza.com](mailto:betty@promeza.com)> wrote:

Read below...

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**From:** Crystal Gomez <[cgomez@entravision.com](mailto:cgomez@entravision.com)>

**Sent:** Tuesday, August 31, 2021 11:34 AM

**To:** Betty Meza <[betty@promeza.com](mailto:betty@promeza.com)>

**Cc:** Betty Meza <[promeza1@yahoo.com](mailto:promeza1@yahoo.com)>; >

**Subject:** Re: Sam Gallucci for Governor Contracts KDLD 603334 & KSSC 603338

Hi Betty!

Great news! Sorry I've been behind closed doors all morning and I didn't have my phone with me. How will you like your spots spread out? Please provide me the layout and the total dollars like you did last time and we can get it processed? You should still have the bank info (please let me know if you need it again)... we still have the spot and the NAB form... I just need what you would like to run and payment for Wednesday-Friday. Thanks!

Crystal

P.S. it doesn't look like Matt is on this email. :) I have added my coordinator Brenda though so she can expedite this process once you send over the info.

On Tue, Aug 31, 2021 at 11:05 AM Betty Meza <[betty@promeza.com](mailto:betty@promeza.com)> wrote:

Hello Crystal,

I sent you a text message.

I wanted to make sure we got you early in the morning to ensure we get the spots running tomorrow.

Matt is included in this email. He wants 5 spots a day on both stations (LA & Ventura) starting tomorrow Wednesday running through Friday.

We will use same form of payment.

Thanx.

**Betty Meza**

Promeza MG

18283 Ariel Way

Santa Clarita Ca 91350

818-264-4123 Office

818-339-7528 Cell

[betty@promeza.com](mailto:betty@promeza.com)

*A Licensed Talent Agency*

<image001.jpg>

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Matthew Adler, hereby request station time as follows:

**IDENTIFY CANDIDATE TYPE** →

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Sam Gallucci

Authorized committee:

Sam Gallucci for Governor 2021

Agency requesting time (and contact information):

N/A

Gallucci for Governor@gmail.com 951.775.2176

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor

Date of election:

Recall Election 9/19/2021

General

Primary

Treasurer of candidate's authorized committee:

Lisa Ray

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**Candidate/Committee/Agency**

**Station Representative**

Signature:

Matthew Adler

Signature:

J Adoremos

Name:

Matthew Adler

Name: Jennifer Adoremos

Date of Request to Purchase Ad Time:

8/17/2021

Date of Station Agreement to Sell Time: 08.31.2021

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: 08.31.2021

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

 Accepted Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\* Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 603812

Station Call Letters: KDLD-FM

Date Received/Requested:  
08.31.2021

Est. #: N/A

Station Location: LOS ANGELES

Run Start and End Dates:  
09/01/2021 - 09/03/2021

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

THESE STATIONS ARE SIMULCAST:

KDLD-FM / KDLE-FM